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Chairman Julius Genachowski
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

January 14, 2010

Dear Chairman Genachowski and Commissioners:

I am writing on behalf of Operation Action U.P., a private-sector economic development organization that serves all 15 counties in the Upper Peninsula of Michigan. Our mission is to bring together industrial corporations, financial institutions, utilities, institutions of higher learning, businesses and concerned citizens in a coalition that will work to create a favorable economic climate and a strong employment base for Michigan's Upper Peninsula.

We ask that the FCC use great caution while considering "net neutrality" rules. The affordability of high quality broadband connections is essential to business and personal communications in our mostly rural part of America. Broadband access and the evolution of the internet has changed and improved how we do business in the Upper Peninsula, and we believe it helps us compete globally.

There are also numerous healthcare functions that are dependent on broadband, including "Telehealth" and online access by physicians to digital x-rays, CT and MRI scans, and other imaging modalities. In our remote geography, with significant differences between hospitals, the ability to access reasonably priced broadband services has a significant impact on patient care, patient safety, and the cost of healthcare.

As we urge the FCC to exercise care in regulating the internet, we also ask that you continue to adopt policies that either support healthy competition among broadband service providers, or protect consumers in the absence of a competition. We hope the FCC will rule in favor of the further development of broadband, making it more accessible and affordable for businesses, in rural areas such as ours, to build wealth and transact in world markets.

Sincerely,

John Marshall
Chairman
Operation Action U.P.

Commissioner Meredith Attwell Baker
Commissioner Mignon Clyburn
Commissioner Michael J. Copps
Commissioner Robert M. McDowell